

Message Text

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PAGE 01 STATE 145782

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TO AMEMBASSY SINGAPORE PRIORITY

INFO AMEMBASSY BANGKOK PRIORITY

AMEMBASSY JAKARTA

AMEMBASSY KUALA LUMPUR

AMEMBASSY MANILA

UNCLAS STATE 145782

E.O. 11652: N/A

TAGS: BEXP: SN

SUBJ: POLLUTION CONTROL EQUIPMENT AND INSTRUMENTATION

EXHIBITION, SINGAPORE SEPTEMBER 9-12, 1975

FOR SINGAPORE AS HOST POST:

1. RECRUTMENT UNDER WAY. TO ASSIST COMPANIES (ESPECIALLY NON-ESTABLISHED AND SMALLER FIRMS) DECIDE IN FAVOR OF PARTICIPATING, IT WOULD HELP GREATLY IF POST COULD CLARIFY FOLLOWING BASIC POINTS, BEARING IN MIND THIS MARKET TYPICALLY HAS 4 MAJOR SEGMENTS - AIR, WATER, OIL AND SOLID WASTE.

2. POST'S FINE RESEARCH STUDY INDICATES QUOTE SUBSTANTIAL UNQUOTE POTENTIAL FOR OIL POLLUTION CONTROL EQUIPMENT. ALSO, OUR POLL NUMBER 2 REVEALED BEST INTEREST FROM SUPPLIERS TO THIS SEGMENT OF THE POLLUTION CONTROL EQUIPMENT MARKET. REQUEST POST PROVIDE ROUGH ESTIMATE OF SIZE AND UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 145782

GROWTH THIS SEGMENT TO ADD TO THE MODEST ESTIMATES FOR AIR

(3 MILLION DOLLARS, GROWING PLUS 22 PERCENT) AND WATER (4 MILLION DOLLARS, ZERO GROWTH) SEGMENTS. PERHAPS A SAMPLING OF THE 5 PETROLEUM COMPANIES LISTED IN RESEARCH STUDY PAGE 27, OR THE EDB OF SINGAPORE MIGHT YIELD A ROUGH FIGURE.

3. WHILE SOLID WASTE WAS OUTSIDE SCOPE OF RESEARCH STUDY, LATEST INFORMATION - MUNICIPAL DUMPING GROWING 10 PERCENT A YEAR; NEW INCINERATOR PROJECT AT ULU PANDAN, ETC. - SUGGESTS IT ADVISABLE TO BROADEN THEME TO INCLUDE SOLID WASTE POLLUTION CONTROL EQUIPMENT. THIS CONFIRMED BY RECENT PROCUREMENT FOR PROMOTIONS ON SIMILAR THEME AT MEXICO CITY AND FRANKFURT TRADE CENTERS, WHERE BOTH BENEFITED BY INCLUDING SOLID WASTE EQUIPMENT. THIS CATEGORY FITS OVERALL THEME BUT HAS BASICALLY A DIFFERENT SUPPLIER UNIVERSE THAN WATER POLLUTION CONTROL EQUIPMENT. REQUEST POST OBTAIN ROUGH ESTIMATE OF SIZE AND GROWTH THIS SEGMENT TO ADD TO MARKET TOTAL. PERHAPS SEWERAGE BRANCH OF MINISTRY OF ENVIRONMENT COULD ASSIST.

4. POLLUTION CONTROL EQUIPMENT MARKET IS OFTEN BROADLY DEFINED TO INCLUDE LOCALLY-BUILT OR ASSEMBLED ITEMS, INCLUDING DUCTS, TUBES, PIPES, VALVES, FITTINGS ETC., WHICH MAY HAVE LOW TECHNOLOGY INPUT AND HIGH FREIGHT COSTS IN ADDITION TO IMPORTED TECHNICAL EQUIPMENT, WHICH POST STUDY SCRUPULOUSLY DEFINED. FOR EXAMPLE, SEVERAL POSTS HAVE CALCULATED OVERALL MARKET SIZE BY TAKING A PERCENTAGE OF NEW CAPITAL EQUIPMENT OUTLAYS EARMARKED FOR POLLUTION CONTROL, AND THIS OFTEN INCLUDES A LARGE PERCENTAGE OF LOCAL, EASY-TO-BUILD ITEMS AS WELL AS IMPORTED TECHNICAL COMPONENTRY. USING BROADER DEFINITION OF MARKET, CAN POST ATTEMPT TO ESTIMATE ROUGH PERCENTAGE OF TOTAL EQUIPMENT OUTLAYS REPRESENTED BY DOMESTIC PRODUCTION, TO ADD TO THE FOUR MAJOR SEGMENTS OF THIS MARKET?

5. RESULTS OF ABOVE ROUGH GUESSTIMATES WOULD LIKELY PRODUCE A MUCH LARGER AND MORE DYNAMIC MARKET THAN THE 7 MILLION DOLLARS FIGURE FOR IMPORTED AIR AND WATER POLLUTION CONTROL EQUIPMENT, WHICH IS ALL WE HAVE TO GO ON NOW. THIS IN TURN SHOULD GIVE U.S. FIRMS WITH NO UNCLASSIFIED

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PAGE 03 STATE 145782

MARKET RESEARCH CAPABILITY A FIRMER BASIS FOR DECIDING TO PARTICIPATE, AND HELP PRODUCE RIGHT PRODUCT MIX AT THIS EXHIBITION.

FOR JAKARTA, KUALA LUMPUR REGIONAL DRAW:

TO DEMONSTRATE FULL MARKETING POTENTIAL OF THIS SEPTEMBER EVENT TO PROSPECTIVE U.S. EXHIBITORS, IMPORTANT TO BUILD ON SINGAPORE MARKET ESTIMATES FOR MAJOR POLLUTION CATE-

GORIES LISTED ABOVE, EVEN IF INFORMAL ESTIMATES OF TOP
EQUIPMENT DISTRIBUTORS, PETROLEUM COMPANIES ETC. IS ONLY
SOURCE READILY AVAILABLE. WE ARE EMPHASIZING TO U.S. FI
FIRMS THAT EVEN IF POLLUTION EQUIPMENT BUYERS CHOOSE NOT
TO VISIT SINGAPORE EVENT, THEY SHOULD USE THIS OCCASION
FOR PRE-OR POST-SHOW FOLLOW-UP TO AT LEAST JAKARTA AND

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KUALA LUMPUR. REQUEST POSTS OBTAIN ROUGH ESTIMATES-HOW-
EVER CRUDE-FOR YOUR MARKET, INCLUDING SIZE AND GROWTH OF
MARKET FOR AIR, WATER, SOLID WASTE AND OIL POLLUTION
SEGMENTS. POSTS EFFORTS WILL HELP GREATLY TO ATTRACT
THE PRODUCT MIX AT SINGAPORE EVENT WITH BEST REGIONAL
MARKET POTENTIAL. KISSINGER

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